DESCRIPTION

Taking care of the customer is the heart of the hospitality business. Doing so means understanding and anticipating what the customer needs and then knowing how to meet and exceed those needs. Adopting an approach with insights from all areas of hospitality, *Guest Service in the Hospitality Industry* explores the intricacies of quality guest service with solid and proven concepts across the industry. By providing several frameworks for thought, this book opens readers’ minds to the idea of taking care of the guest.

Integrating quality service into the identity and individual operations of the overall business is the key to success in the hospitality industry. *Guest Service in the Hospitality Industry* prepares hospitality managers to meet and exceed guests' expectations through quality service that is evident in all of the operation, its people, and its plan.

ABOUT THE AUTHOR

A Johnson and Wales University faculty member since 1999, Paul Bagdan has spent more than 20 years in the hospitality industry working in resorts, hotels and restaurants, including the Omni Sagamore. Bagdan specializes in technology, service management and learning styles, and teaches courses in strategic management, marketing, human resources and customer service and has taught briefly in France as part of a faculty exchange. He also serves as faculty advisor to the Eta Sigma Delta National Honor Society.
In addition to being a Certified Hospitality Educator (CHE), Bagdan is both a Certified Food Safety Trainer and a Responsible Alcohol Service Trainer for the state of Rhode Island. He is a member of the RI Hospitality Association and the International Council on Hotel, Restaurant and Institutional Education (ICHRIE), serving as Treasurer for the Northeast Federation of ICHRIE.

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• Industry interviews with some of the leading hospitality managers from a wide variety of businesses

• Covers all areas of hospitality for future managers

• “Service Insights”—tips incorporated throughout the text that provides extra guest-service–related information to build and support points.

• Real-life case studies that reinforce learning.

• Provides a history and overview of guest service, and then goes further by exploring problem-solving techniques, quality tools and assessments, staffing, marketing, and strategic planning in guest service.

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